

## **ABSTRACT OF THE DISCLOSURE**

A technique for displaying advertising messages along the border of a conventional video display without obscuring any of the conventional video display. A video signal is received from a television station, satellite, cable, or video recording device and the effective size of the received video information is reduced so that the received information occupies only a portion of a display device thereby freeing another portion for other use. A locally stored message is introduced to occupy the other portion of the display. The message may, for example comprise one or more advertising banners extending along edges of the received information display. The message provider may sell advertising space to customers and pay the owner of the establishment in which the program and advertising message are displayed a fraction of the advertising revenue. The locally stored message may be periodically updated by the message provider from a remote source by way of a modem or similar communication link.